



SPI Podcast Session #111 - The Life of a Brand New Visitor

show notes at: <http://www.smartpassiveincome.com/session111>

Pat Flynn: This is a Smart Passive Income podcast with Pat Flynn, session number 111. Knock on Wood.

Announcer: Welcome to the Smart Passive Income Podcast, where it's all about working hard now so you can sit back and reap the benefits later.

And now your host, he once fell into a lake trying to grab a fish, Pat Flynn.

Pat Flynn: What's up SPI listener? Thank you so much for tuning in today. I am so happy you are here.

I just want to start off with a special announcement, something that I have been waiting a long time to tell you and that is – no we are not having another baby – but the Smart Passive Income iPhone application is now available on iTunes, completely free, yes an Android version is being worked on as we speak as well but the iOS version is available for you right now and yes, I did have an app like this before which shared, you know, the podcast feed and stuff for my blog and things like that, but this one has been designed completely from the ground up and I just teased it a little bit on Twitter and Facebook the other day and people are loving it, absolutely loving it. I am glad because I love it too, so I want you to check it out, it will make your life as a Smart Passive Income podcast listener, a Smart Passive Income blog reader and also a listener of Ask Pat so much easier.

So all you have to do to get it is to go to smartpassiveincome.com/app that's a-p-p. You could even pause this right now and go download it and start to listen to the show on the app and see what it's like and you will be pleasantly surprised, I believe. Once again, smartpassiveincome.com/app. Thank you so much for that.

Just to let you all know, that is going to be available for you and your brand if you ever want to create an app just like that one as well, so keep that in mind when you are going through it and there will be more information about that later.

Now today I want to talk about the life of a brand new visitor. Now what does that mean? Well you know, sometimes I like to get deep into the finer details of something very specific with running a business.



In session 54 smartpassiveincome.com/session54 for example, I talked all about the click, something we all want our audience to do when they're following us on social media, you know, to click on our links, our products, our share buttons and what encourages that little thing, that click that can mean so much for us, what should be leading up to it for maximum click through's? What happens psychologically when someone clicks? All that good stuff in that episode.

I wanted to take a similar approach with today's, where we are going to talk about the life of a brand new visitor. Everything that a brand new visitor to your site might be thinking the moment, or actually even moments before they discover your brand for the first time.

If you can better understand the life of a brand new visitor, you can understand how to better cater to them, how to get them to keep going through your site and beyond that, to take action, make purchases or follow your recommendations and how to get them to keep coming back, too.

So I would like you to think of the following "moments" in the life of a brand new visitor as sort of exercises, while I talk about these mindsets and strategies for you, you could think about your homepage, for example, and brand new visitors landing there for the first time. Or you could even listen to this again and think about a different page on your site like an inner page, or pages on your site like blog posts or product pages.

The key thing to remember here is that not everyone who visits your site lands on the homepage for the first time. In fact in many cases, most people won't, they'll start on a blog post of yours, perhaps through a Google search or from a link on another site.

A lot of us spend a lot of time focusing on the homepage but every page counts. Every page can possibly be a first impression and I hope you have your analytics set up, whether you are using Google Analytics or Clicky or something else, because that's going to give you deep insight into the data behind what your visitors are doing and where they are coming from.

Now, speaking of where they are coming from, this brings us to our first "moment" that I want you to think about. That is the moment right before someone comes to your site. You want to think about this. Where are they actually coming from? And that absolutely matters.



For example let's say you write a guest post on a popular blog and you are getting some good traffic coming over to your site from that guest post that you wrote. Awesome. Now think about this, the type of people who visit your site for the first time from that guest post have a completely different path and mindset than someone say, who finds you doing a Google search. Someone who comes from a guest post already knows you and your style a little bit, while someone from Google may not know anything about you.

If you are getting a lot of links from other sites and you are getting traffic from those links, you will have to keep in mind that people want a consistent experience, a consistency or flow, that's key. In the case of guests posts, its aligning your personality and the type of information you share there on that other blog or that other website with what they are going to see on your site. There is an expectation there and if that expectation is not met or if it just doesn't align or if it just completely seems like a different person, then you are likely to have people leave.

Now I have a few strategies for you when it comes to guest posting.

For example, if you know that you are going to be featured on a very popular blog or website, it's very wise and I have done this in the past and you can too, you can put a welcome message on your own site. If you have a space that is standalone where you could put a welcome message "Welcome Visitors of Smart Passive Income." I know a lot of people who have been guests on my podcast here have done that when they know that their shows have gone live.

They have put their welcome messages on their site and what that does is it creates that quick consistency so they are understanding where people are coming from on that day or that week and they are keeping that conversation going or they are keeping that experience consistent. Of course it will just make people sort of tilt their heads a little bit and be like "Wow, this guy knows exactly where I came from, that's cool, I'll dig in deeper."

So if you don't have a specific spot or maybe a spot on your sidebar to do that, what you can do is just edit your latest post or come out with a post that you know is very relevant to the same type of audience that is coming over. You could even mention that as well and this is something that I did really well in the beginning. When I knew I was going to get featured on say, a blogging site or a site that was all about blogging, I would make sure that I had a post that was specifically for bloggers that day.



If I knew I was going to get featured on another site and I was talking about podcasting, I would make sure that the day that that guest interview went up, I would have an article on my site or a podcast about podcasting, just so that there is some consistency there in what people are looking for and who that type of person is from where they were coming from, that other person's site to where they are now on my site.

Now another thing I want you to possibly do or look at doing is going into your analytics and looking at your most popular articles that you are being found on through Google. So you can go into your analytics and see the search engine results, what pages, what content pages on your site are being found the most from Google and you can welcome your visitors from Google there as well. That has always impressed me. When I have done keyword searches for random things and I go to those blog posts that are ranking high in the search engines and they say "Welcome, I know you have found me from Google," am just immediately like, "Wow, this guy knows what he is talking about and he knows where I came from" so I expect that he is going to know how to help me out.

So one example for me is actually a couple of years ago I posted a post on Smart Passive Income blog about my Insanity results and if you don't know what Insanity is, it is actually an at-home fitness program and I posted my before picture and my after picture and that whole thing. That post actually which I optimized for SEO for Insanity results is ranking really high and I started to get a lot of visitors coming in from Google.

It's interesting because a lot of those visitors aren't looking for a site about Passive Income, I just happened to rank really high for those sets of keywords, but I immediately made that conversation make a little bit more sense when they arrived on my site or I made it a little bit more consistent because at the very top of that post I added something. I added something that says "Hey, welcome Google visitors" or something like that, "this is not a site about fitness but I posted my fitness results and then I just happened to be an affiliate for Beach Body," which is the company that puts on that program and I did make quite a bit of sales that way, by keeping that conversation going and recognizing - the whole point of this is to recognize where people are coming from and where on your site they are going- so that you can then understand how to keep them there.

A couple of other things to think about is – what are they looking for? Tell them right away what they are going to get when they get there because you want to understand what is on their mind when they get to your site. Typically when people are coming



from Google they are looking for information about something. When they are coming from another site they want to dive into more about what you already talked about on those sites that your guests posted on or were linked on. So just sort of reiterating what I said earlier, I can't stress how important that is.

There is a great quote by J. Abraham that sort of sums this up. If you can sort of define the problem better than your target customer, if you can, the moment people arrive on your site, show them that they are in the right spot because you know what's up in their lives and you can help them out. So to sort of finish this quote, actually Dane Maxwell in [episode 46](#) mentioned this quote as well, but the full quote from J. Abraham is "If you can define the problem better than your target customer, they will automatically assume you have the solution".

Now speaking of Google and all that stuff that we talked about earlier, before people get to your site, they are looking for a particular keyword and then hit "enter" or maybe it auto populates the results for them in Google. You have to understand that the description of your page that is being shown on the results pages in Google, it is incredibly important.

The description is that 150 character thing that is right below the title of the page, it is usually about 150 characters and it is so important, that's a great way to prime your brand new visitors, a way to get them to get introduced to you a little bit so that they are not completely cold and don't know what to expect when they come onto your site but that they know that that is where they are going to get the information they want.

That's a great way to, even if you're not ranking number one for certain keywords, to get people to click on your stuff because people do read the descriptions for the search results in Google, so if you can write a great description and connect their want or desire with what they need and have them click through your site to get that solution, then that's going to help you, even if you are not in the number one position.

Of course, whether it is Google, social media or even links from another site, the headlines you use in your posts are incredibly important too.

We talked about the description of your post but the title of your post and the headlines you use in social media are incredibly important because they also tell the visitor, sometimes more than the description, but it also peaks curiosity too and it's also what is typically the most highlighted when it is posted or shown on the search results page. It shows them what they are about to get into and some are subconscious sometimes,



what they click on based on what that headline is, it is very much an art form actually, writing good headlines.

I am actually planning to get an expert here on the podcast soon, a Copywriter who will be going over how to write great headlines and sales pages but I do want to spend a lot of time on the headlines because that is incredibly important. Before people read your articles, before people see what you are about or even land on your page they are looking at your headlines.

So stay tuned for that episode, it is going to come in the next – I don't know exactly when it is going to be posted but it is very soon, that interview hasn't happened yet but it is happening in a couple of weeks. That alone could be an hour long podcast, just talking about headlines but we will try to cover a lot of topics involving in and around copy writing.

So that's a lot of information about the moment before they get to your site, understanding where they are coming from, what they expect and how you can better help them understand that even before they get to your site that your site is the place to be.

Now the next "moment" is the moment they land on your site.

I have talked about this and I have drilled this into your heads, you know, episodes and episodes in the past. What is their first 7 seconds like when they come on your site? Because, the numbers vary but it is definitely under 10 seconds and it is probably less than 7 seconds but you have typically about 7 seconds to share and show somebody, a brand new visitor on your site that that is the place to be. It goes a little bit with what they expect and where they are coming from but there is a lot of other factors involved too that can enhance or de-enhance, I guess you could say, their initial 7 second experience. If they don't have a good experience, well, they are out, they are gone, they are leaving. It is really easy to click on that X or find another site or click on that back button.

So there is things like the speed of your site. The speed of your site is incredibly important and I just, gosh I can't remember where I read this article but it was an article on conversation rates and it was based – I think it was through LeadPages actually. It was based on just, the only difference was the speed of a page. That's what it was. It was a landing page, it was split testing A/B testing and version A just had one speed, version B had a faster speed. Everything else was the same and the



version that was much faster converted I think 12% higher. So the speed of the page matters. And it also matters for a search engine optimization as well.

Then there is also things like, you know the personality of the site, how welcoming is it, how difficult is it to move around, if there is anything that's stopping that flow from where they came from to getting further and deeper into your site the moment they land on your page, I mean they are gone.

So you really have to max expectation and deliver for them and show them again, "Hey, brand new visitor, welcome to the site, this is what you are going to find here, this is what is here for you" and you need to make that obvious based on how you design and lay out your page, what kind of articles are there, what is being highlighted, what your most popular posts are or anything that you highlight in your widget, that is all stuff that people scan right away and that is all stuff that is either going to help them decide to stay or decide to leave.

Another thing is – what are their first steps? What's that first step you want them to take? And a quick story and I encourage everybody to do this actually – I often reach out to my email subscribers, I will grab a random segment of 20 and I will email them. "Hey, thank you again for being a subscriber" and it's funny because I have to really show them that I am sending a real email, not just a canned email, but I'll send them a personal email and I will say something like "Thank you so much for being a subscriber, I want you to be honest with me, this is to help the brand and to help you and everybody else, be honest with me, what was your first impression when you came on my site?"

I ask questions like that or I ask questions like "What could I do to improve?" or "What are some of the challenges you have been having on the blog lately?" because again this is all just so I can tap into the users' heads so I can understand how to better serve all of you.

One time I asked the question, "What was your first experience like landing on my site?" and so many people, I would say about 85% of the people I emailed who I asked that question to, responded with "I didn't have a great experience, it was very overwhelming, I didn't know what you site was about, there was hundreds of articles, I didn't even know where to start". I didn't know where to start and it was overwhelming. That was the major consensus from that sort of random survey I did with 20 subscribers. This was years ago. That's what led me to creating my ["Getting Started"](#) page.



If you go to my site now, at smartpassiveincome.com, you will see my primary call-to-action that I want people to take when they arrive at my homepage, is to go to my [Getting Started](#) page. It's like "Hey, welcome to my site, if you are new here, click here to get started and understand what the site is about and what it can do for you and also what your first steps are".

The other side of that is if they land on a post, not the homepage but on a post, of course I keep as many distractions as I can out and I want them to read down the post, that is my primary motive when people come and read a blog post, that is why I have recently been adding a lot of images at the top of my post because that is where I want people to look, people look at where there are images, especially nice looking images so it's been a little bit of extra time creating those banners and images for each individual blog post and podcast episode so that that's where their eye goes and they can read down the page and get to the end of those articles, which I will talk about in a second, where they can then go to the "Getting Started" page or then subscribe to my email list. I don't ask them to do that stuff first if they are going to a blog post.

But that "Getting Started" page, if you don't have a getting started page, it is just as important as having a resource page, you know my resource page is the most profitable page on the site, it is a completely non-aggressive way to make sales of your own products, of affiliate products, of books or anything that might help your audience.

It is completely necessary and if you don't have a resources page you are missing out and you are not doing enough to help your audience. It is a completely valuable thing for them to see one particular page that has all the best stuff on it that is going to help them. So that's the most important page to have but another important page to have is your getting started page.

A lot of people are going to be overwhelmed and are going to want to know what to do first and if you can help guide them through that page and even if they just click on that page to read it, that's already they have taken some sort of action on your page, which is training them to take even more down the road.

So a getting started page is really important and it is also becoming one of the top earning pages on my site as well because at the end of that I either say "Subscribe to my email list", which of course leads them indirectly into promotions and things like that, but then even at the end of that "Getting Started" page there is "If you want to get started right now, here are your first steps, here is a video showing you how to go



through Bluehost and start your website". Of course that is an affiliate link that I get a commission for if people use my link.

So there are a lot of opportunities there to better serve your audience both through a resource page but for the beginners and for people landing on your site for the first time, a "Getting Started" page and I recommend that you check out my [getting started](#) page if you want to see how it is formatted and how I welcome new visitors to the site.

A couple of resources for you that have been really helpful for me for helping me to understand what's going on when people come to my site.

One of them is called "[Crazy Egg](#)". If you go to the smartpassiveincome.com/crazyegg – that's my affiliate link for that. An amazing analytical tool that will actually give you heat maps and confetti maps, which means it just shows you exactly where people are clicking and where people are looking on your site.

When I did a re-design for the Smart Passive Income blog, I tried to address that overwhelm that I talked about earlier when I asked people, by getting rid of a lot of the tabs at the top of my page – one of those tabs being the podcast tab. I decided to put the podcast tab on the resource page and just have it focused on the "Getting Started" page, the resource page and the contact form. That was it.

Well I found out through Crazy Egg and also looking through Google Analytics that people were having trouble getting to my podcast and when I went to my Libsyn data to see how many people were downloading my podcast after the re-design, it actually cut the downloads in half. We are talking like, you know, five figures of downloads, so it was very significant and that told me, and also looking at Crazy Egg, it told me to put those things back and what people were – actually a lot of interesting things Crazy Egg told me – there was a lot of things in the new design that I didn't realize looked like buttons or looked like click-able items that were not click-able and so I actually went to Crazy Egg.

What you do is, you set up a test, you create different pages and you put tracking codes on each of those pages and Crazy Egg will show you what people are clicking on and I saw that a lot of people were clicking on things that were not buttons, so they were just clicking on nothing and so you know I realized that I had to make some changes, and so we did.



Another tool I want to share with you is one I used in the past. I haven't used it lately but it did provide a lot of information to me and that is clicktale.com and what that does is it actually allows you to view how a user goes through your site as if you were watching their screens because that is exactly what you would be doing. It's not real time, it sort of records it for you and you can see where their mouse goes and what they scroll up and scroll down to, it's pretty ninja, it's done anonymously I believe, or I am hoping, but you would be able to see visitors on your site and exactly how they are going through your site and what they are looking at and also again what they are clicking on. That's how I knew.

I actually ran a test using Clicktale on my income reports, I noticed that when people, when most people would open my income reports, they wouldn't read at the top of the article, they would scroll all the way down to where I reveal how much I have made the previous month and then they would scroll back up and start to read. So almost everybody who I recorded who went, or when I was running a test on my income report that month, everybody scrolled down to my income and then went back up to the top and started reading so it was very interesting but it did tell me a lot and also showed me that you know that was a very important part of the income report, which is why you also see it at the top of my page now as well.

Now let's move on, we have talked about the moment right before brand new visitors get to your site, we talked about the moment they land on your site for the first time.

Now let's talk about keeping them going through your site. How to keep them going through your site because it is one thing to get them to your site, it is another thing to help them to move around and again, like I mentioned earlier, if you can't make it easy for them to move around or if you don't give them motivation or incentive to move around, they are going to leave and that is when you start to see really high percentages in your bounce rate, when people come to your site, don't do much or aren't feeling it and then leave right away. That's a high bounce rate scenario.

You want a low bounce rate, which means people come to your site, again not just your homepage but any page and they click around. They look around and they do some things. The first thing you have to think about is how can people navigate through your site on the specific pages that they are on? So on your homepage of course, you want to show them what it is that you are primarily wanting them to do.

For me, it is to get to my "Getting Started" page but there are other things there that people can go to to get an idea of what my brand is about and who I am and see what



projects I am working on and it is easy for people to find their way through it. The more confusing it is and sometimes that means, sometimes the more links there are to click around, the more images there are that are pulling peoples' eyes in this direction and that direction, the more likely it is that they are going to not keep going.

There is a lot of things involved with navigation and I am not going to talk too much about this but the biggest thing is you can't assume, you can never assume, you have to test and those tools I spoke about earlier are going to help you, Crazy Egg and Clicktale and my experience with that podcast page, trying to reduce overwhelm and leading to half the amount of downloads.

It totally blew me away and I had no idea that that many people were actually listening on the blog. I thought most people were listening through iTunes and through their devices but without that negative experience I wouldn't have known that. So it did turn out to be good but it just was something that was completely unexpected and I didn't know until I looked at my analytics and started tested things.

Another thing that is going to help people going through your site is making sure that your content is formatted in a way for people to keep going. When people are reading on a screen it can be difficult and if you can imagine your blog post being just one giant essay with no paragraphs, just sentence after sentence after sentence, I mean that is tiring to the eye and it's not interesting and it's hard to scan. People scan when they read our content online. So a couple of things you have to do:

How's your font size? How big is it? I forgot who said this, I think it was Derek Halpern but I think he said "16 is the new 14" or something like that. We are sort of getting into a little bit of a bigger font size because it is just easier to read that way. Now of course you don't want like a 50 or 48 size font, that is ridiculous but there is a line there and you want to keep it easier on peoples' eyes and also understanding what devices they're are as well.

Are they on a mobile device? What's that experience like? Are they able to – is there motivation to keep going through the content on a mobile – what's that first impression like when they come to your site on a mobile device for the first time? Have you ever done that? Have you ever visited your site on a mobile device? What is that experience like? Is it a good experience? If not, then likely people are going to leave.

The interesting thing, and this comes from Greg Hickman from mobilemixed.com, more and more people are visiting websites on mobile devices than desktop or laptop



hardware. So I encourage you to go to your analytics and see how many people are visiting through a mobile device and ask yourself "Am I actually serving my audience that is coming through these channels in the best way possible?" You can even see how many of them are new visitors. If new visitors – people who aren't a part of your brand already – are coming and that's their first experience, if it's a good one great, you are likely to keep them around even if they are on a mobile device. But if not then they are never going to get to see what it is like on a desktop or laptop because they didn't have a good experience on their mobile device.

So thinking about that is really important.

Now going back to your actual blog posts. Are you breaking up your posts into different sections? Meaning, are you taking your entire article and chunking it up into sort of mini articles within articles or, you know, sub headlines within, so I can easily scan through and see what parts I am going through – it sort of helps me keep going.

One thing that, one trick I learned from Derek Halpern from socialtriggers.com was it is always wise to put a picture at the top of your article and you will see on his blog post that he typically puts a picture at the top right of his articles, or at least he used to do that. His reasoning, and this was also mentioned by Chris Pearson the founder of Thesis, that when you put an image on the upper right hand corner of your post, it takes people far less words to go through to get further down the page and that makes sense, everything is squeezed over on the left hand side of that image at the top of your blog post. Psychologically when people start to scroll down the page or start to read further down the page, they are going to keep going.

Another thing, along the same lines, is to keep your paragraphs between one or two sentences only. That's it. I know it doesn't seem right and if you were to ask your High School English teacher if you could have every paragraph be a maximum of two sentences, you'd probably get a bad grade but we are not writing essays, we are not writing historical papers anymore right, we are writing for people and it is much easier to read in short paragraphs.

So I encourage you to go to socialtriggers.com and in a lot of my articles as well, they do that. You will find that it is much easier and faster to go down a page if they are broken up like that. So one to two sentences per paragraph and that is it.

Think about it, is there anything stopping them from continuing on? Is there something that might be distracting them? It could be a pop up or an image or something as they



are scrolling down. All those things are fighting for peoples' attention and the question is – where do you want people to have their attention put?

Now let's finish up here and talk about the "moment" that a brand new visitor reaches an end point.

This could be the end of a blog post for example, the final image in a gallery type thing or the end of a certain process that you might have on your site. The key thing is you don't want to leave them hanging. You don't want to give your audience a reason to leave. You don't want to put a period at the end of this conversation that you have been having with a brand new visitor on your site because that is the moment people will start to think and say "OK, I am done here, let's move on".

Think of a blog post as a conversation or any part of your page is a conversation. When you hear two people talking and that one person just sort of ends their sentence without asking for feedback or doesn't expect an answer in return and it's just kind of a long awkward pause. You don't want that to happen. Don't end your posts so there is a long awkward pause in the conversation. You know to keep a conversation going, what do you do? You ask questions, you comment and you expect and you give permission to speak up and give their opinion. You get them to do something, you have other options, you just don't end your posts. You should always be continuing the conversation and that translates online to you should always be giving people opportunities to keep going through your site.

You should go to your latest post that you published on your site right now and scroll to the bottom of the post and ask yourself "How am I extending this conversation? Am I giving people an option to do something else or go deeper into my site?" What are you doing if you are just saying this is the end of my post. You are letting people leave.

Are you asking them to comment or take some sort of action? Are there other ways to get similar or extended content of the same topic? Do you link to relevant posts or other parts of your site, products perhaps or anything related to that blog post or article? What else is there to offer relating to that?

Maybe it's a free offer, maybe it's an email subscription to get more of that sort of content, you know the call-to-action. Is there any way to thank them to confirm that they made the right decision from before so that they know to look for more and they will be inclined to look for more? Have you offered a quick win, something that they



can do and get an immediate result from that? That immediately gets people hooked on you. Is there a way to get them to come back for more?

Often times I will ask people to subscribe which is a great call-to-action, especially at the end of a blog post.

But check this out, you ask them to subscribe, they sign up for your emails but then what happens? Here's what happens when people sign up to your list. They sign up, they are taken to a page that says "Hey, you are getting an email from me soon so please check that email and click on the link to confirm your subscription", this is if you are doing a double opt-in. Then they click on that link and then they are taken to another page on your site that says "Hey thanks". That 'thank you' page is an end point. And that 'thank you' page is the most under-utilized page on the web.

Whether it is subscribing to an email list or after purchasing a product or taking some sort of action, that 'thank you' page is an end point. But it doesn't have to be. It's just what we are used to. "Thanks, goodbye". No. It should be "Thanks, here's more". "Thanks, here's something awesome that can help you right now". "Thanks, check this out in the meantime". What else could you be doing or offering on your thank you pages?

When people subscribe to my newsletter, which you can do right now, if you go to ebooksthesmartway.com you can get a free copy of my e-book and subscribe to my list at the same time. When you reach that 'thank you' page, there is a part in there that says something like "Hey thank you so much again for subscribing. If you are ever interested in building an email list or giving away a free e-book, just like I did for you, here's a link to a helpful article that will go over step by step exactly how you can do that" and that links to my free email list newsletter creating tutorial, which you can find at startanemaillist.com. That's a free a guide. But yes, you guessed it, it also has affiliate links for my email service provider there.

So automatically and indirectly through the process of getting people to sign up and having them land on this 'thank you' page, I have the potential to make a new sale every time someone subscribes to my email list. Because again, utilizing this 'thank you' page and making sure it is not a dead end.

You should take every process that any visitor who comes onto any page on your site goes through, subscribing to an email list, subscribing to an RSS feed, doing this, doing that, where do they finally end up and where is that period? If there is a period, if there is a dead end, that's a page for you to keep it going.



The 404 page is a dead end for a lot of people. If there is a bad link on your site or if some other person linked to your site and it just, you know the route domain was correct but the post part of it was not, then that's a 404 page and often times that a "Sorry, goodbye". But again that doesn't have to be a dead end. That's why if you go to my 404 page its "Sorry, what you are looking for isn't here but here is some of my other stuff that might help you".

Now the last thing when it comes to an end point, the moment people reach an end. For example the end of a blog post. Sometimes, especially if you give people amazing epic content, content that gives them results, they are going to want to pay you back in some sort of way. It's the law of reciprocity. So you can ask them. You can ask for stuff. At dead ends, like the end of a blog post.

For example, if you wrote a totally amazing, you totally have permission to ask your audience to give back to you and it could take many shapes and different forms. Like, "Please comment" or "Leave your opinion" or "Please click on the button below to share this article" or "Here are some products relevant to this that will help you", "Here's a link to read another post" or maybe it is an affiliate link.

There are so many things you can do but you have to realize that if you have poured your heart and soul and did a lot of research to put together an amazing post that's actually very very helpful for people, you have every right to ask for stuff in return for that. Like I said, it can take many shapes and forms. Not just products but in the form of sharing or anything like that.

Now I did mention that the sort of last "moment" is the moment they reach an end point but that is actually not the last moment that I want to talk about. There is a moment beyond that.

Just to recap, we talked about the moment before people land on your site, the moment right before they get there. Then the moment they do land on your site, that first 7 seconds and you know what is it they do first. We talked about the moment they decide to keep going and the things that might be stopping them from going further into your page or to your website.

Then we ended up with the moment they reach an end point like a 'thank you' page or the end of a blog post for example and the fact that you can do more and any dead end that people can come to, you should absolutely have them keep going.



There is one thing beyond that that I want to leave you with and this is sort of my favorite stuff about doing online marketing and what I love the most. It's the moment that you follow up with your audience. That you do something that is unexpected for your audience because these are moments that are not controlled by them, your brand new visitors but these are moments that are controlled by you.

So one thing I like to do is to surprise my audience. I like to give them stuff that they don't expect because that is how you make an impact, that is how you build raving fans. The special moments. They don't have to be very big.

One thing I like to do is to go to different blogs that are blogs created by people who comment on my site. They might be just starting out and they leave a comment on my site and they leave a link to their article that they have written or they have left their URL for their own blog and I will go over there every once in a while. I will just pick them out and I will go over there and I will leave a comment of my own. I will read their latest article and leave a comment of my own.

Doesn't cost any money, it takes just a couple of minutes. Often times I will learn something amazing and the impact of doing something like that is incredible. "Wow, you actually took the time to read my blog, thank you". People aren't going to forget that.

So going out of your way, that is just one example and I know that is a unique example for me because that is unexpected but I think that purposes to do something unexpected for your audience, for your subscribers, sometimes I know we want to share everything that we are going to do for them but often times it is beneficial to hold some of that back so you can use the surprise factor in your marketing, in your growth and in the authority that you are gaining with your audience.

One thing I also like to do and I mentioned this earlier, is to follow up with my audience, to make the processes even better on my site. This really helps because again it's a way to surprise your audience "Wow, you are actually asking me for advice, that's cool". "You are asking me to help improve the site, you actually care about your customers and your readers and subscribers, that's really cool", that's what's going through their head. But also, I am going to get a feedback to help make my site better. Why wouldn't I want that?



Finally, one thing we could all do probably a lot more, especially if you are selling products and you are having people pay for stuff, hopefully good stuff, is just as seemingly random time and it just takes a moment to say thank you, seriously. I remember, I think it was my first grade teacher, she said, her name was Miss Shannon, I actually didn't like her much, but I do remember this quote.

I don't remember the quote exactly but she said that the two most powerful words in the English language were "thank you" and I just held onto that ever since and I always do what I can to thank my audience and if you can, for example, if you have a person who buys a product, three weeks later send them an email and it just says "Hey, how are you? Thank you again for being a customer". That's it. How awesome is that? So small and it's like you know it reminds me of a story that I always tell but it's like you know it's the small things in relationships that really make a big difference.

If you do the same thing over and over again in a relationship, it just loses the wow factor because it is expected but it is that random Tuesday that you visit your significant other's office and you just drop off a pot of flowers and a note and it just says "I love you" or "You're awesome" "Keep going, you will have dinner ready for you at home", or something, whatever, you know, a completely random Tuesday or any day of the week obviously but you know just those unexpected things, that's what gets people to feel very special.

Any chance you have to do something unexpected for your audience, even if it's just for one person, it can really make a big difference and you know that helps to change the culture of your brand and how people feel about it. Hopefully I have done a good job of doing things like that for you with a lot of things that are hopefully unexpected like the new iPhone application, completely free, spent a few thousand dollars to put that together for you to make it easier for you to consume SPI and Ask Pat content and I hope, I really do hope that you will check it out. Again that is at smartpassiveincome.com/app and the Android version, like I said earlier will be created.

Once again, to demonstrate some of what I just said at the end I want to thank you. You're awesome. I wouldn't be here without you, I know that so I am going to do whatever I can in my power to keep giving back to you and if you wanted to take one minute of your day to give back to me just head on over to iTunes if you can and leave a review for the podcasts. That's it. I read them all, they help keep me going and they fuel me for doing this more.



So I appreciate you, thank you again, make sure to head on over to smartpassiveincome.com/app to get the iPhone application and see what that experience is like and of course reviews and for that are cool too, but the show notes for this episode, if you want links to everything are at smartpassiveincome.com/session111 and I will see you at the next episode, 112. Peace.